

Pierce's Pure Products

ALWAYS GOOD, ALWAYS PURE,
ALWAYS READY



YOU DON'T KNOW BEANS 'TIL
YOU'VE TASTED
PIERCE'S

Other Pierce's Canned Goodies are equally appetizing and satisfying. Just ask your grocer for those good goods that are

Packed and Backed by
UTAH CANNING CO.
"The Daddy of 'Em All."

2430-34
WASHINGTON
AVE.

WILCOX-SCHADE & HARRIS CO. MODERN MARKET

PHONE
2200

Ogden Celebrates This Great Event

The Formal Opening of Modern Market
WHICH CONTINUES TODAY AND TOMORROW

MUSIC EVERY EVENING

COME AND EAT UTAH PRODUCTS AT THIS FOOD SHOW
THOUSANDS WERE DELIGHTED VISITORS YESTERDAY

FAVORS FOR LADIES
Will Be Given Saturday Evening.

BALLOONS FOR CHILDREN
Today From 4 to 6 O'clock.

You are invited to be our guest at this celebration of Ogden's great retail market, inspect the stock of groceries and meats, look over the various departments. Reception hours from 12 noon to 9 o'clock—the store is open through the day.

UTAH-MADE GOODS

Many Utah made foods will be demonstrated at this store during the formal opening. An invitation to these booths is extended.

THIS COUPON

Good for one balloon if presented by boy or girl Thursday, Friday or Saturday (as long as supply lasts) at Wilcox-Schade-Harris Co. Modern Market opening. Coupons accepted only between 4 and 6 o'clock each day.



"OPTIMO"

Milled from Straight Turkey Red Wheat.

Is strong flour and absorbs more water than soft flour—ideal for bread-making.

Optimo Flour

Makes more and better bread
Costs more than ordinary—cheaper in end.

T. FARR & COMPANY
Distributors.

Demonstration at opening of Wilcox-Schade-Harris Co. Store.

"MOUNTAIN" BRAND PURE LARD

Ideal for Shortening
Perfect for Frying
Best for All Cooking

NO SUBSTITUTE CAN TAKE
THE PLACE OF THIS PURE LARD
Made from Western Porkers.



Demonstration at
Wilcox-Schade-Harris
Modern Market.

DRINK



Mc DONALD'S COCOA

"OLD MASTER" COFFEE

(USED EXCLUSIVELY AT HOTEL UTAH)

AND

"ROYAL GARDEN" TEA

These excellent beverages will be served during
Wilcox-Schade-Harris Co.'s formal opening

**TEA PLANTS SHOW IN OGDEN
FOR FIRST TIME**

THE BOUR COMPANY

TOLEDO

KANSAS CITY

FRENCH PRESS IS BITTER

Papers Comment in Derisive
Tone on Berlin Denial of
Torpedoing of the
Sussex.

MANEUVER CHILDISH

President Wilson Expected
to Take Firm Stand
Against Prolonged
Discussion.

Paris, April 14, 5:19 a. m.—The German note regarding the torpedoing of the Sussex and other vessels is commented on by the morning papers for the most part in a derisive tone. Under the heading, "Germany Seeks to Draw America Into Another Tangle or Chicanery," the Petit Parisien says:

"The matter now lies between Germany and the United States and in a few hours we shall know what decision president Wilson has reached. We believe it will be an energetic one. Germany wishes to begin another endless discussion like that which followed the sinking of the Lusitania, but it is probable that Mr. Wilson will speak out firmly and upset the German calculations. Congress has defined its attitude on the subject and American opinion, as well as Spanish, Danish, Dutch and Norwegian opinion, is aroused against the savage violence of Germany's submarine warfare. The American press calls for action. The hour is truly a decisive one."

"The German maneuver is so childish," says the Journal, "that it is impossible to admit that Washington can be deceived by it. President Wilson must by this time be fully decided. He cannot fail to realize that the German government, either by set design or by its weakness in presence of public opinion at home, is committed to the continuation and development of its implacable methods of warfare."

WOMEN'S DRESS TO BE CENSORED

Blue Laws Observed in
Some German Cities—
Arrest of All in Con-
spicuous Clothing
Ordered.

Berlin, April 13, 11:20 a. m., via London, April 14, 6:10 a. m.—What is characterized as a recrudescence of the spirit of the blue laws is observed in some German cities. In Munich the police have been authorized to act as censors of women's dress and have been ordered to arrest all women who are dressed too conspicuously. The first victim of these instructions was a young woman who was on her way to meet an officer. She was taken to a police station and compelled, according to the newspaper reports, to wipe the powder and rouge from her face before being permitted to leave the station.

In Leipzig prescriptions regarding boys and girls' under 18 years old are being enforced. They are forbidden to enter restaurants and

saloons except when accompanied by adults and they may attend moving picture exhibitions only when special programs for juveniles is given, and they must keep off the streets after 10 o'clock at night.

DISCOVER NEW ELECTRIC CELL

Renews Its Vigor Comple-
ly From Oxygen of the Air
in a Short Time.

Vienna, April 13, via London, April 14, 6:15 a. m.—The Tagblatt says that the Budapest chemist, Dr. Just, who was the inventor of the Wolfram lamp, has discovered an electric cell, with iron and carbon electrodes, whose electrolyte is composed of an organic substance which renews its vigor completely from the oxygen of the air in a short time. Electrodes having 200 square centimeters surface give a current of five to six amperes with 250 volt tension. One hundred watts was taken from one cell for four hours and the cell was then given half an hour's rest and it was found that its power was completely restored.

ARTISTS' LEAGUE FOR PROTECTION

New York, April 14.—The Artists League of America has begun a movement to arouse the interest of organizations or artists in the enactment of a law giving artists a lifetime equity in their paintings. This would protect painters whose works greatly increased in value in their lifetime. The idea was suggested because of the experience of Ralph A. Blakelock one of whose paintings recently was sold to the Toledo, Ohio, Museum for \$20,000. Blakelock sold it twenty years ago for \$50. For 16 years he has been an inmate of sanitariums and asylums. A similar movement was started in France, but was discontinued when the war broke out.

HOW TO KILL WEEDS IN GRAIN
The best way to kill weeds in grain, according to Farm and Fireside, is to use a solution of iron sulphate and spray with a machine that covers a wide strip. This machine is operated by horses. Power to apply the solution is obtained from an eccentric drive on the axle.

A PERSISTENT FLATTERER.
Mother—Why don't you yawn when he stays too long? He'll take the hint and go.
Daughter—I did, and he told me what beautiful teeth I had.

SHOE REPAIRING



ATTENTION!
You save money by having your shoes repaired at
THE UTAH SHOE HOSPITAL

Men's Soles, Sewed.....75c
Women's Soles, Sewed.....50c
Rubber Heels35c & 45c
Children's Soles40c & 50c

We call and deliver free.

2352 Wash. Ave. Phone 826.
221 25th St. Phone 586.

While others are claiming quality, we are guaranteeing it.

BRITAIN'S INTERESTS IN THE PERSIAN GULF AREA

It is perhaps not generally realized how important the future of Mesopotamia is to the British, or why they originally sent an expedition there which has since developed into a more ambitious campaign. Ever since the Napoleonic period British influence and interests have been supreme from Baghdad to the Persian Gulf, and this was the one quarter of the globe where they successfully held off the German trader with his political backing.

It will be recalled that early in Queen Victoria's reign Great Britain engaged in a war with Persia, and landed troops at Bushire in assertion of their rights. Ever since they have policed the Persian Gulf, put down piracy, slave and gun-running, and lighted the places dangerous to navigation. These interests have been entrusted to the Government of India, news affecting them seldom finds its way into Western papers. Previous to the year a line of British steamers plied regularly up the River Tigris to Baghdad, the center of the caravan trade with Persia. The foreign trade of this town alone in 1912 amounted to \$19,000,000, and it was nearly all in the hands of merchants in Great Britain or India. Germany exported \$500,000 worth of goods there annually. Besra, farther down the river, exports annually about 75,000 tons of dates, valued at \$2,900,000. It also does a large export trade in wheat.

A large irrigation scheme was partly completed before the war, near the ancient town of Babylon, under the direction of a famous Anglo-Indian engineer, Sir William Wilcocks. When finished it was to cost \$105,000,000 and was expected to reclaim some 2,800,000 acres of land of great productivity. It will, therefore, be seen that Britain had some considerable stake in the country. In addition to this, the British government, shortly before the war, invested \$10,000,000 in acquiring control of the Anglo-Persian oil fields, which is the principal source of supply for oil fuel for their navy. By this means they avoided the risk of great American corporations cornering the supply of oil fuel and holding up their navy. John Bull up occasion shows some gleamings of shrewdness. This deal is on a par with their purchase of sufficient shares to control the Suez Canal. The Anglo-Persian oil fields are situated across the border in Persia, and the oil is led in pipes down the Karam River valley, a tributary of the combined Tigris and Euphrates rivers. The native tribes in the neighborhood were subsidized to protect the pipe-line, or, rather, to leave it alone.

From "The Anglo-Russian Campaign in Turkey."

"What ruined your business?"
"Advertising."
"How?"
"I let it all be done by my competitors."—Boston Transcript.

WANT ADS
Above all in Bringing Results
Our Want Ads Bring a higher
number of Results than any
try one to-morrow

SUGAR'S IMPORTANCE AS EVERY DAY FOOD

Such foods as sugar and starch are essential to the building up of muscular energy and force. That is the reason sugar is so important in rations for the European armies—bringing the great demand for this product from governments now involved in the terrific war. Muscular energy and force are as essential in every-day life as in warfare—strength is the constant demand in work. Use of properly refined sugar—100 per cent pure,—such as that which is Utah-made will supply this demand for your life.

ASK YOUR GROCER FOR

"Table and Preserving" Sugar

SUMMER OR WINTER ANY TIME OF THE YEAR

Everfresh Foods not only have the best keeping qualities, because they are super-evaporated but these fruits and vegetables retain their full food value. They can be easily prepared for your table. The absolute purity is essential for your home. These foods are being demonstrated at the Wilcox-Schade-Harris Co.'s store this week.

EVERFRESH FOOD COMPANY
OGDEN, UTAH.

Goddard's

PICKLES, PRESERVES,
RELISHES, CATSUP,
PORK AND BEANS
AND OTHER GOODS

PACKED UNDER ABSOLUTELY
SANITARY CONDITIONS
IN UTAH'S MODERN
FOOD PLANT

GODDARD'S GOODS WILL BE DEMONSTRATED
AT WILCOX-SCHADE-HARRIS CO.'S OPENING.

Goddard Pickle & Preserve Co.
OGDEN AND SALT LAKE.